

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1-15. (Cancelled)

16. (Currently Amended) A method for driving a liquid crystal display having a plurality of scan electrodes and a plurality of data electrodes having a memory effect, said method comprising the steps of:

- (a) addressing a plurality of said scan electrodes and a plurality of said data electrodes to reset an area of said liquid crystal display defined by the plurality of scan electrodes and the plurality of data electrodes;
- (b) addressing at least some of said plurality of scan electrodes sequentially;
- (c) addressing selected ones of said data electrodes synchronizing with the sequential addressing of the scan electrodes in the step (b) to form an image; and
- (d) improving a contrast of said image by repeating the steps (b) and (c) a plurality of times without interposing the step (a),

wherein repeating the steps (b) and (c) comprises repeating the steps (b) and (c) as long as image data upon which said image is based remains unchanged and a predetermined number of repetitions have not occurred.

17. (Currently Amended) A method for driving a liquid crystal display having a plurality of scan electrodes and a plurality of data electrodes, said method comprising the steps of:

- (a) addressing at least some of said plurality of scan electrodes sequentially;
- (b) addressing, in accordance with image data, said data electrodes synchronizing with the sequential addressing of the scan electrodes in the step (a) to form an image;

(c) improving a contrast of said image by repeating the steps (a) and (b) a plurality of times; and

(d) maintaining said image on said liquid crystal display without applying electrical voltage to any one of said scanning electrodes and data electrodes,

wherein repeating the steps (a) and (b) comprises repeating the steps (a) and (b) unless said image data has changed or a predetermined number of repetitions have occurred.

18-23 (Cancelled)

24. (Previously Presented) A display device comprising:

a liquid crystal display having a liquid crystal material with a memory effect;

a driver for applying a pulse voltage to the liquid crystal display to drive the liquid crystal display; and

a controller for controlling said driver, when driving the liquid crystal display to display data thereon, to apply a pulse voltage having a pulse width that is a plurality of times shorter than a pulse width which is necessary for displaying the data on the liquid crystal display.

25. (Previously Presented) A display device comprising:

a liquid crystal display having a liquid crystal material with a memory effect;

a driver for applying a pulse voltage to the liquid crystal display to drive the liquid crystal display; and

a controller for controlling said driver, when driving the liquid crystal display to display data thereon, to apply a plurality of pulse voltages having a pulse width shorter than a pulse width which is necessary for displaying the data on the liquid crystal display.

26. (New) A method according to claim 16, wherein the liquid crystal display has a cholesteric liquid crystal material comprising chiral nematic liquid crystal and a plurality of kinds of chiral agents.

27. (New) A method according to claim 17, wherein the liquid crystal display has a cholesteric liquid crystal material comprising chiral nematic liquid crystal and a plurality of kinds of chiral agents.

28. (New) A display device according to claim 24, wherein the liquid crystal material is a cholesteric liquid crystal material comprising chiral nematic liquid crystal and a plurality of kinds of chiral agents.

29. (New) A display device according to claim 25, wherein the liquid crystal material is a cholesteric liquid crystal material comprising chiral nematic liquid crystal and a plurality of kinds of chiral agents.

30. (New) A display device according to claim 24, further comprising a temperature sensor,  
wherein the controller modulates the pulse in accordance with the temperature detected by the temperature sensor.

31. (New) A display device according to claim 25, further comprising a temperature sensor,  
wherein the controller modulates the pulse in accordance with the temperature detected by the temperature sensor.

32. (New) A display device according to claim 24, wherein the controller has an operation mode in which the controller controls the driver to apply a pulse voltage having a pulse width which is necessary for displaying desired data on the liquid crystal.

33. (New) A display device according to claim 25, wherein the controller has an operation mode in which the controller controls the driver to apply a plurality of pulse voltages each having a pulse width which is necessary for displaying desired data on the liquid crystal.